

Bottineau Celebrates Red Ribbon Week

October 22-30, 2011

What is it?

The Red Ribbon Week awareness campaign began following the 1985 kidnapping and murder of a Drug Enforcement Administration (DEA) agent. It has become a symbol of support for the DEA's efforts to reduce the demand for drugs through prevention, education and awareness.

93% of community members agree that preventing alcohol, tobacco, and other drug use is important.

Community Readiness Survey, 2008
Region II Frontier

Red Ribbon Week provides an opportunity for individuals in our community to unite and take a visible stand against alcohol and drug abuse.

What is Bottineau doing??

Monday, October 24th: Wear RED day

- * Wear a red hat, ribbon, or t-shirt.

Tuesday, October 25th: Decoration Day

- * Tie a red ribbon on your car.
- * Show your support by hanging a Red Ribbon poster (colored by local youth) in your business window.

Take a picture and submit it to ndprmc@nd.gov to be displayed on our Web site.

Wednesday, October 26th: Reach-Out Day

- * Voice your support for healthy and safe choices. Write a letter to the editor, talk to your community leaders, and be a positive role model in a youth's life.
- * Parents ask your students about the educational materials provided in school.

Thursday, October 27th: Join the Fight Against Drugs

- * Wear camouflage: hat, boots, face paint, or entire outfit.

Friday, October 28th: Team Up Against Drugs

- * Wear your favorite school jersey or sports jersey.
- * Place red stickers on uniforms or helmets.

Join the Bottineau Community
Prevention Coalition in celebrating
Red Ribbon Week!



Parents are the #1 influence in a child's life.

Initiating a conversation about alcohol and other drugs gives you the opportunity to state your stance on the issues. As a parent, let your youth know what you expect from them and set clear rules with alcohol and other drugs and their use.

Start the conversation...

- ▶ What are the three most interesting things about you?
- ▶ Why is it illegal for those under age 21 to drink alcohol?
- ▶ What are you most proud of?
- ▶ What if you were at a friend's house and they offered you alcohol? Have you ever been offered a drink, and how did you handle it?
- ▶ What would you do if you were in a car and the driver had been drinking alcohol?
- ▶ Who do you consider a role model in your life and why?

Learn more at www.parentslead.org

91% of community members believe it is possible to reduce alcohol and drug problems through prevention.

Community Readiness Survey, 2008
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